

Before the

FEDERAL COMMUNICATIONS COMMISSION
Washington, D.C. 20554

In the Matter of
The Future of Media and Information
Needs of Communities in a Digital Age

GN Docket No. 10-25]

Comments of Capital Community Television (CCTV) in Salem, Oregon

I. Introduction

Capital Community Television (CCTV) in Salem, Oregon files these comments in support of the Comments of the Alliance for Community Media and of the Comments of the National Association of Telecommunications Officers and Advisors and to congratulate the Federal Communications Commission (“Commission”) for recognizing that Public, Educational and Governmental (“PEG” or “public access”) channels must be part of any discussion on the future of media and information needs of communities in a digital age.

Capital Community Television is a non-profit community media center created in 1989 by the City of Salem and Marion County to provide public, educational and government (PEG) access in Oregon’s capital area community. Since then, CCTV has trained more than 1500 people, first to use television and now the internet to meet their group and individual communications needs. CCTV has also produced and televised more than 2,200 local government meetings, more than 2,000 programs with local public schools and colleges and more than 1,000 other programs with community groups.

Salem area community left behind by commercial media: largest state capital with no local broadcast TV

CCTV's community-based PEG channels uniquely fill many needs in a community largely left behind by commercial media. With nearly a quarter of a million residents in the cable TV service area, Salem is the largest state capital community without local broadcast TV. Caught between the media markets of larger Portland and better-known Eugene, Salem repeatedly saw commercial broadcast TV fail. Our community is served by a single daily newspaper and four radio stations—three am and one fm. Oregon communities many times smaller have more local commercial media.

Visionaries at the City of Salem and Marion County set out to change that situation in 1987, negotiating channels and resources in their cable TV franchises. Using these resources and a terrific base of volunteer support, CCTV has become local TV in Salem and a vital source of information and community presence in media.

CCTV's priorities are to use television and the internet to:

- connect local governments to those governed. We televise, stream and archive for 24-7 access the meetings and budget hearings of the Salem City Council, Marion County Commission, Salem-Keizer School Board and Salem-Keizer Transit District.
- connect schools and colleges to the community. We televise local education, sports and arts events, stream some, put some segments on YouTube and Facebook
- connect non-profit organizations and individuals to neighbors, friends and people they have never met. Organizations such as the Salem-Keizer Coalition for Equality,

Willamette Valley Humane Society, Mano a Mano and 16 local churches go to CCTV for their visual media needs.

Advancing the localism and diversity goals of the US Congress and the FCC

We at CCTV are convinced that this Commission wants to advance the work of the US Congress in the 1984 Cable Act and subsequent legislation, and to continue the 1970s work of the FCC to develop community use of electronic media. In 1984, Congress sought to build localism and diversity in media by enabling local governments to require PEG access channels and to negotiate for support necessary for the channels to succeed. Congress was building on 1970s work by the FCC to reserve a portion of cable TV systems for use by the community and local information sources. That plan worked in communities with the dedication and fortitude to negotiate for channels, equipment and support. Those with vision and the willingness for hard work now have diverse, local information and information providers.

We are convinced that this FCC holds the key to success for our community and communities across the nation

This FCC holds the key to providing local and diverse media for communities across the nation. With all that Congress has on its plate, it is unlikely to provide the solution. The FCC has current issues and decisions, including the Alliance for Media petition, and this planning process for tomorrow that will define the answer. Our community depends on the FCC making sure that we are not once again left behind.

Community media centers providing PEG Access are the FCC's adoption answer

Putting the high speed internet capacity infrastructure in place is expensive, but is the easier, more concrete part of the job. Adoption—putting the network to full use—building community takes more work, work that will vary from community to community. The needs of New York City, Tampa, Bismarck, Austin, Chicago, Albuquerque, Honolulu and our community in Salem have both similarities and differences. Community media centers are community-based: we know our communities and their needs. We are an existing solution for building community through TV and the internet.

Inactivity will lead to commercial domination and eventually the virtual exclusion of all but commercial speech, as nearly happened with radio and TV until the government intervened. Edward R. Murrow's comment on TV rings true today: "This instrument can teach, it can illuminate; yes, and it can even inspire. But it can do so only to the extent that humans are determined to use it to those ends. Otherwise it is merely wires and lights in a box."

While community media centers providing PEG access are designed for high speed adoption, unless the Commission actively encourages development of PEG access, there is no guarantee that PEG access will remain in our future, and little chance that other communities will be served. In these comments we will answer the specific questions posed in Question 27 of the Public Notice regarding PEG. These comments contain two sections. First, we will share a common message that we, as members of the Alliance for Community Media, feel is imperative to call to the Commission's attention. Next, we will offer insights specific to our community to support our answers to Question 27.

II. **Summary of Challenges**

While in Oregon we have continued the use of local cable TV franchises to provide our community center and PEG channels, many areas of the country are less fortunate. PEG is currently facing significant challenges that include but are not limited to:

- Operators abusing state franchise legislation to limit or sunset traditional sources of PEG support, resulting in PEG centers closing across the nation;
- Operators employing state franchise laws to limit or sunset the availability of PEG channels, resulting in community voices being silenced;
- Operators refusing to treat PEG channels in the same way they treat local broadcast channels, resulting in the loss of audience and shared community communications.

Among the practices that have made it more difficult for consumers to find and view PEG channels are: operators that move channels them to less desirable channel locations, operators that require consumers to obtain additional equipment to view PEG channels, or operators that aggregate PEG channels on a technically deficient video stream, which lacks the functionality of commercial channels; and

- The Commission's delay in addressing the Alliance for Community Media's petition for declaratory ruling to restrict the above complained of industry practices.

The Commission must understand that its inaction jeopardizes the future of community programming. The Commission was once the champion of community programming, and we hope that this docket signals the Commission's return to that role. Our communities need the support of the FCC.

III. Responses to Specific PEG Questions Posed by the Commission:

Capital Community Television offers the following answers to the specific questions outlined in the FCC's Public Notice.

A. PEG channels are being used to effectively provide useful news and information to our community, but are threatened by industry practices and naïve state franchising legislation.

The Commission asks whether “[PEG] channels [are] being used as effectively as possible for the provision of useful news and information to communities”. Yes, our channels are effective, and yes, they can be more effective; we work to that end every day. Who among us can honestly say that they have no room for growth or improvement? You will see our effective use and development in our introduction and in section B. You will see how our community has taken access to the cable TV system and modest franchise resources and turned CCTV into a robust media and information outlet.

What is critical to our community is the local control, access to the pipeline and consistent resources. Communities that lack these factors, generally through harmful industry practices and naïve state franchise legislation, lack robust community media. .

B. PEG channels have evolved over time to retain their effectiveness and must continue to evolve to ensure effectiveness in the digital future

In response to the Commission's inquiry as to “How has the role of PEG channels changed over time, and how could their effectiveness be improved?” CCTV offers the following, from humble

beginnings in a community that wondered if any TV could be successful, to celebrating a presence on TV and the web.

CCTV in 1990:

one cable TV channel three days a week

Salem Council live Marion County recorded

No web

15 school events

A few community groups

2400 square foot area, staff of four

CCTV in 2010:

Three channels, web site, Facebook, Twitter

Salem, Marion County, Schools and Transit

All meetings on the web, live and 24-7 access

More than 100 school events

More than 150 groups served, six languages

9400 square foot area, staff of eleven

Non-Profit information Center

Conversion to HD equipment and delivery

Work on delivery to portable devices

Details on key changes driven by community needs:

1. An increase from one-half to three PEG channels, making the viewer-friendly divisions of Public Affairs, Education and Entertainment and Community Voices.
2. An active website, now providing 24-7 access to gavel-to-gavel coverage of local government meetings since January 1, 2003 via the web, adding to our live and delayed telecasts. This meeting coverage contributed to the City of Salem's recognition for an open government award.
3. By community request, adding production of Salem-Keizer School Board and Salem-Keizer Transit District meetings to Salem City Council and Marion County Commission. CCTV provides additional media helped to governments in these tight economic times. Government meetings can be reached at <http://www.cctvsalem.org/> then select live or archive.

4. By request of local non-profit service organizations unable to spare volunteers for program production, the creation of the Non-Profit Information Center. The center now includes 30 organizations with video brochures, descriptions, pictures, maps and links to websites. The center address is <http://www.cctvsalem.org/nonprofit/>

5. Increased coverage of educational programming, including adjudicated music performances. For the tenth year, CCTV will televise the Oregon State Choir and Instrumental Championships.

CCTV in Salem, Cambridge MA and Burlington VT #3, 4 and 5 of 109,000,000 Google CCTVs, just after China Central Television and Wikipedia

In addition to being local TV in our community, our website serves governments, schools and the public at large. These websites are used extensively, as a Google search will show. If you Google CCTV, the letters that also refer to closed circuit television, you will find the following ranking (computer screen shot of 4-26-10 attached) from 109,000,000 results:

1. China Central Television
2. Wikipedia on CCTV, closed circuit TV and China Central
3. Capital Community Television in Salem, Oregon
4. Cambridge Community TV in Cambridge, MA
5. Chittenden Community TV in Burlington, VT

These rankings are astounding given the common use of the letters CCTV. This is evolution.

CCTV in Salem web hits are generally to schedules of programs on TV and of productions, to live government meetings, to programs no longer available on TV and the non-profit center.

CCTV's channels and website complement each other.

How can this work be improved?

1. Maintain local decision-making: that equals local and diverse information and information sources. State and regional decision-making silences our voices and eliminates our local work. We already have enough media from Portland, LA, New York and beyond.
2. Provide stable operating and capital funding. These resources are our seed money. We add the community equity through volunteer and staff work.
3. Provide capacity in all frequently-used electronic media: we need community high speed bandwidth so we can have equal footing with commercial concerns.

The bottom line on all these changes is that CCTV's PEG programming and PEG operations have evolved by community design to serve community needs, that evolution continues today as we provide greater assistance to budget-strapped governments and non-profit organizations and as we convert to HD to stay viable in the home and office.

C. Operators have employed statewide franchising regimes to negatively impact the number, composition and funding of PEG channels.

Laws imposing statewide franchising regimes have been devastating to PEG channels and PEG Centers. Some state franchising laws limit PEG channels to the maintenance of current channels regardless of future community needs or technological advancements. The worst state franchising laws sunset or outright eliminate PEG channels and PEG funding support.

In those states that preserve the number of PEG channels, the funding for PEG operations has typically been cut dramatically. And where PEG funding is available, the options that local franchising provided to use funds for operations by mutual consent no longer exists in light of the definitions outlined in the Commission's Section 621 order.

In our state of Oregon, we have maintained local control over local public rights-of-way. Our locally elected officials know our needs better than the federal government and better than state government. Though our office is only six blocks from the state capitol building, our community is only seven per cent of Oregon's population. Our local elected officials make the best decisions for our community.

With every additional mile away that decisions are made, our voices grow softer until they are not heard at all.

D. Operators have frustrated the intent of state franchising regimes in that they have not provided robust consumer choice, but have dramatically undermined PEG channels and PEG operations

The rationale for state franchising was ostensibly to promote the greater competition and lower consumer prices. But this experiment has largely failed, and PEG programming and PEG operations have suffered greatly as a result of this failed experiment. This should not be a surprise. Because state franchises are standardized and not negotiated to meet community needs, the states have imposed a one size fit all program. The result is that many communities have no real opportunity to have their PEG needs met. Additionally, the strength of the Cable Act was that it was flexible in permitting communities to demand more as their needs increased. The inflexible approach taken by state franchising laws is antithetical to the notion in the Cable Act (and implicit in this proceeding on the future of media) that community needs change over time.

Our community has not been harmed; we have kept our effective local franchise. We want no part of state franchising, and want to see local decision-making restored in the 21 states that have recently eliminated local decision-making.

**E. The digital age will offers opportunities to supplement PEG channels;
however these digital advances cannot supplant the need for PEG channels.**

We build community. We need all possible media to do this work. A recent study reported on NPR stated that for the foreseeable future, the dominant way to reach a lot of people will continue to be television. We've added internet streaming to TV and use Facebook and Twitter. Each tool is important for our unique and valuable local content. We have no intention of accepting the economic discrimination that would result from a loss of TV channels, and we have no intention of turning our backs on those who either have no computer or have established television viewing habits that they will maintain.

Seniors exercise safely with Chairaerobics on CCTV; keep this program on TV

One of our most popular programs is Chairaerobics, a seniors exercise program. In this series, a local instructor leads seniors in safe exercise routines that help aging people maintain mobility, increase fitness and have some fun. Important exercises include arms above shoulders, a movement that seniors tend to lose, causing them difficulty using kitchen shelves and other areas of the home. Many seniors watch this series on TV. Our channels keep this group plugged in.

Some argue that You Tube, the establishment of personal and public web pages and social websites, render traditional mass media unnecessary. These arguments are most often made by industry and their champions as a justification for escaping public obligations, and are a

misrepresentation of the media landscape. It is interesting to note that while making these arguments, commercial interests are not abandoning the television platforms for the Internet. Commercial providers recognize that in an information economy, the ability to distribute by multiple means is the only way to serve the interests of your audience. Why should community providers be denied their ability to continue to reach their audience in a format of the viewer's choosing?

New delivery platforms do not render traditional platforms obsolete. They allow consumers to choose the means by which they receive information – and to allow each individual consumer to make different choices at different times. The model is not displacement but “information everywhere.” Should a content provider or “speaker” be limited to one platform – be it the Internet, or mobile applications, or traditional broadcast channels – a significant portion of the audience will not be reached. Today, the most effective and perhaps only means to the poor and non-English speaking audiences, communities that rely heavily on public, educational and government programming is by means of the television. The same is true of public participation in PEG programming. If the only way to speak is via the Internet, groups who wish to reach a mass audience on an issue of local public importance may not be able to communicate effectively. But the Commission is already well aware of this challenge following its hearings on localism.

Finally, community programming relies not only on programming outlets, but on programming centers. Even in the digital age there continues to be a strong need for public places where consumers can both receive and create appropriate local information that can be easily found.

PEG operations ensure that there is a well-funded “public space” that consumers can easily reach across all media.

The loss of television channels is unnecessary and harmful. Not only do many people lack high-speed internet access, many others either do not have a computer or go on line, or have established television viewing habits. When and if commercial broadcasters call it quits on TV, we will know the medium has lost viability.

We also caution the Commission against writing an obituary notice for television. The history of media is full of predictions of demise, only to see all forms survive, with the result being more use of media by the public. That history might read:

Movies will eliminate theater.

Radio will eliminate newspapers and books.

Television will eliminate movies.

Television will eliminate radio.

Cable TV will eliminate broadcast TV.

Satellite will eliminate cable TV.

The internet will eliminate all of the above.

Ongoing change is inevitable, but elimination of media is not consistent with history. We have yet to see the next step in media. At present, TV ads pay for the content being streamed on Hulu and other online services. There is so much available, even Australian Rules Football on ESPN3, and a week without footy isn't much of a week at all.

However, pull the plug on commercial TV and you've pulled the plug on funding of the content, with no indication that web ad sales can fund such content that people clearly like. The Tina Fey routine on Sara Palin that had more on-line viewers than Saturday Night Live was fully funded by TV ads.

Therefore, the Commission must not accept the claims that alternative platforms reduce the need for PEG channels and PEG support. They are based on a misrepresentation of the nature of media. For while advances introduced by the digital age can offer additional platforms for sharing PEG programming, these additional platforms will never replace PEG channels so long as the television is the primary source of video communications in this nation.

IV. Conclusion

Public Educational and Governmental channels must not only be part of any discussion on the future of media and information needs of communities in a digital age, PEG must be a part of the digital age. The Commission must understand that that unless it actively encourages development of public access as it did in the 1970's, there is no guarantee that public access will remain in our future. And that would be a grave loss for communities around the country.

PEG Access is a tremendous success in our community. The same need exists across the country, and with the support of the FCC and requirements on commercial providers, all across America people will be able to build community through media.

We provide a solution to your need. There are community media centers nationwide who care enough about their community to use powerful media for the good of others, providing open

government, connecting schools to their communities, connecting non-profit organizations to those needing help, connecting friends, neighbors and absolute strangers. This is media in which commercials are not the point, because there are no commercials. In today's tough times and in an uncertain future, community media and PEG access are needed, now more than ever.



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CCTV aired its first programme on September 2, 1958, under the name Peking Television (北京电视台), after an experimental broadcast on May 1, 1958. ...

en.wikipedia.org/wiki/China_Central_Television - [Cached](#) - [Similar](#)**CCTV - Capital Community Television**

CCTV televises non-commercial television made by local residents about subjects important to our community.

www.cctvsalem.org/ - [Cached](#) - [Similar](#)**Free Speech Unfurled | Center for Media and Democracy**

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ORGANIZATIONS USING CCTV SERVICES

A.B.A.T.E.	Marion County Department of Human Resources	Peace Corps
A.C. Gilbert's Discovery Village	Marion County Department of Public Works	Pentacle Theatre
Agri-Plas	Marion County Dog Shelter	Planned Parenthood
AKHA Heritage Foundation	Marion County Fair	Prison Fellowship
Alzheimer's Network of Oregon	Marion County Fire District #1	Right to Life
Amazing Grace Outreach Ministries	Marion County Health Department	Royal Oaks Baptist Church
AAUW	Marion County Historical Society	Salem Area Young Professionals
American Cancer Society	Marion County Parks Commission	Salem Art Association
American Diabetes Assn.	Marion County Recycling	Salem Cancer Institute
American Red Cross	Marion County Re-entry Initiative	Salem Central Adventist Church
Arthritis Foundation	Marion-Polk County Medical Society	Salem Chamber Orchestra
Assistance League of Salem	Marion-Polk Food Share	Salem City Club
Baha'is of Salem	Mid-Valley Quilt Guild	Salem Concert Band
Boy Scouts of America	Mid-Valley Ride Share	Salem Convention & Visitor's Assn.
Boys and Girls Club	Mid-Valley Travel Club	Salem Dialysis Advocates for Patients
Brooks Assembly of God	Mid-Valley Women's Crisis Service	Salem Eagles
Brush Creek Players	Mid-Willamette Valley Community Action Agency	Salem Fellowship of Reconciliation
Camerata Musica	Mid-Willamette Valley Council of Governments	Salem Film Festival
Campus Crusade for Christ (CCC)	Mind Openers Club	Salem Friends of Felines
Capital City Republican Women	Mom's Club of North Salem/Keizer	Salem-Keizer Public Schools
Carpool Match NW	Mom's Club of South Salem	Salem-Keizer Schools Homeless Services
CASA of Marion County	Morningside United Methodist Church	Salem-Keizer Together
Celli of the Valley	Mt. Angel Oktoberfest	Salem Kiwanis Club
Center 50+ (Salem Senior Ctr.)	My Pal Sticky	Salem Multicultural Institute
Chemeketa Comm. College	Nature Conservancy of Oregon	Salem Police Dept. (Crime Prevention)
Cherriots	NEDCO	Salem Progressive Film Series
Children's Educational Theatre	Neighbor to Neighbor Mediation Services	Salem River Crossing Project
Christian World Fellowship	New Hope Foursquare Church	Salem Ron Paul Meetup
Church of Latter Day Saints	No Meth Not in My Neighborhood	Salem Senate-Aires
City of Salem Human Rights & Relations Advisory Committee	Northwest Human Services	Salem's Riverfront Carousel
City of Salem Neighborhood Assns.	Northwest St. Andrew's Society	Salem Table Tennis Club
City of Salem Public Library	Northwest Steelheaders	Salvation Army Kroc Center
City of Salem Public Works	OLMIS	Salvation Army Meals Program
City of Salem Department of Community Services	O.N.E.	S.K.A.C.E.
Community Connections	Oneness Coalition	S.C.O.R.E.
Democratic Party of Oregon	Oregon.gov	Shangri-La
Elsinore Theatre	Oregon Capitol Foundation	Soil & Water Conservation District
Family Building Blocks	Oregon Crusaders Drum & Bugle Corps	SOLV
First Presbyterian Church of Salem	Oregon Department of Energy	Soroptmist International of Keizer
First United Methodist Church of Salem	Oregon Department of Forestry	Solar Oregon
Free Church of God	Oregon Department of Housing & Community Services	South Salem Seniors
Friends of the Salem Public Library	Oregon Department of Human Services	Stand for Children
GetSmartOregon	Oregon Equestrian Trails	St. Paul's Episcopal Church
Go Downtown Salem	Oregon League of Conservation Voters	St. Vincent de Paul
Halle Ford Museum	Oregon Office of the Long-Term Ombudsman	TOPS
Hands Are Not For Hurting Project	Oregon PeaceWorks	Trinity Covenant Church
Historic Deepwood Estate	Oregon's Smokefree Workplace	Turtle Ridge Wildlife Center
Hope Segun Foundation	Oregon School for the Blind	Unitarian Universalist Congregation of Salem
HOST Youth & Family Program	Oregon School for the Deaf	United Nations Assn./Salem Chapter
Jensen Arctic Museum	Oregon State Hospital	Vietnamese Voice in Salem
Journey Church of Salem	Oregon Tilth	Willamette Chapter of the Native Plant Society
Keep Kids Alive Drive 25	Oregon Volunteers	Willamette Humane Society
Lancaster Assembly of God	Oregon Zoo	Willamette Master Chorus
League of Women Voters	OROSHA	Willamette Table Tennis Club
Liberty House	Pacific Gospel Music Association	Willamette University Music Dept.
Live Alive Christian Church		Willamette Valley Jazz Society
Lifering		Women Ending Hunger
Mano O Mano		Youth Impact
Marion County Democrats		YWCA
Marion County Department of Children & Families		